

**Suggested Study Plan for Cohort 2023 Normative 4-Year BBA Business Decision Analytics Major - Data Informatics Stream**  
Major to be Started in (Catalogue Term) Semester A 2023/24

Yr/Sem						Offer Year	
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE*	GE1401 University English or EAP <sup>#</sup>	Sem A or B CHIN1001 University Chinese I <sup>▲</sup>	2023/2024 (Programme BDAN)
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 English for Business Communication or EAP <sup>#</sup>		
2A	CB2101 Introduction to Managerial Accounting	CB2402 Macro-Economics	MS3251 Analytics using SAS	MS3227 Probability Theory in Decision Making	IS3331 Database Management	GE1401 University English (for students taken EAP)	2024/2025
2B	CB2240 Introduction to Business Programming in Python	CB3410 Financial Management	GE*	MS3252 Regression Analysis	Minor <sup>▲</sup>	GE2402 English for Business Communication (for students taken EAP)	
3A	CB3043 Business Case Analysis and Communication	IS3100 Techniques for Big Data	IS3240 Advanced Business Programming in Python	MS4224 Enterprise Data Mining	Minor <sup>▲</sup>		2025/2026
3B	CB2203 Data-Driven Business Modeling	College Elective	GE*	MS4226 Financial Risk Analytics	Minor <sup>▲</sup>		
4A	GE1501 Chinese Civilization – History & Philosophy	College Elective	Major Elective <sup>○</sup>	Free Elective	Minor <sup>▲</sup>		2026/2027
4B	CB4303 Strategy and Policy	College Elective	GE*	Major Elective <sup>○</sup>	Minor <sup>▲</sup>		

**Minimum Credits Required**

GE: 4 GE courses + 3 College-Specified Courses (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores + 3 College Electives (42 CU)

Major: 10 Major courses (30 CU)

Minor/Free Electives: 6 courses (18 CU)

**Min. Total: 40 courses (120 CU)**

**Max. Allowable: 48 courses (144 CU)**

**Notes for Requirement:**

**#English Language Requirement:**

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course LC0200A and LC0200B English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

**★ Gateway Education Course Distributional Requirement:**

Take at least 1 course from each of the three distributional areas:

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

**▲ Chinese Language Requirement:**

Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIN1001 University Chinese I.

**▲ Students who do not choose a minor are required to take Free Electives.**

○ Major Electives: Take 2 electives from the following list:

AC4301 Corporate Accounting II

AC4321 Auditing

EF3320 Security Analysis and Portfolio Management

EF3333 Financial Systems, Markets and Instruments

IS2505 E- Business

IS4861 Machine Learning for Business

IS4238/IS4239 Internship I/II (For IS Major students only) (★)

IS4937/IS4938 Information Management Consulting Project I/II

(For IS Major students only) (★)

IS4940 Global Technology Entrepreneurship and Innovation

MGT4313 Strategic Entrepreneurship

MKT3603 Consumer Behaviour

MKT3608 Marketing Intelligence and Applications of Analytics

MS3224 Business Survey Design

MS3403 Internship for Management Sciences (For BDAN Major students only) (★)

MS4253 Business Analytics Project (For BDAN Major students only) (★)

Any one of the Core or Elective courses from other BBA Majors without Major Leader's Approval

(★) Students of Cohort 2022 and later are required to fulfil the internship/consultancy project/research project requirement in accordance with the requirements stipulated by the college.

**Suggested Study Plan for Cohort 2023 Advanced Standing I BBA Business Decision Analytics Major - Data Informatics Stream**  
Major to be Started in (Catalogue Term) Semester A 2023/24

Yr/Sem							Offer Year
1A	CB2100 Introduction to Financial Accounting	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE1401 University English or EAP <sup>#</sup>	CHIN1001 University Chinese I <sup>▲</sup>	2023/2024
1B	CB2300 Management	CB2601 Marketing	CB2200 Business Statistics	CB2402 Macro-Economics	GE1401 University English or EAP <sup>#</sup>	GE*	
2A	CB2101 Introduction to Managerial Accounting	CB3410 Financial Management	MS3251 Analytics using SAS	MS3227 Probability Theory in Decision Making	IS3331 Database Management	GE1401 University English (for students taken EAP)	2024/2025
2B	College Elective	CB2240 Introduction to Business Programming in Python	GE1501 Chinese Civilisation - History and Philosophy	MS3252 Regression Analysis	Major Elective <sup>o</sup>	GE2402 English for Business Communication (for students taken EAP)	
3A	CB3043 Business Case Analysis and Communication	MS4224 Enterprise Data Mining	IS3240 Advanced Business Programming in Python	IS3100 Techniques for Big Data	Major Elective <sup>o</sup>		2025/2026
3B	College Elective	CB4303 Strategy and Policy	CB2203 Data-Driven Business Modeling	GE*	MS4226 Financial Risk Analytics		
4A							
4B							

Minimum Credits Required:

GE: 2 GE courses + 2 College-Specified courses (12 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 12 College Cores + 2 College Electives (42 CU)

Major: 10 Major courses (30 CU)

Min. Total: 31 courses (93 CU)

Max. Allowable: 38 courses (114 CU)

Credits Exempted:

2 GE (6 CU)

1 College Elective (3 CU)

6 Minor/ Free Electives (18 CU)

Notes for Requirement:

**#English Language Requirement:**

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course LC0200A and LC0200B English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

**★ Gateway Education Course Distributional Requirement:**

Take 2 courses from two different distributional areas. Advanced Standing I students are not allowed to take GE courses offered by their own academic unit.

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

**▲ Chinese Language Requirement:**

Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIN1001 University Chinese I.

**o Major Electives:** Take two electives from the following list:

AC4301 Corporate Accounting II

AC4321 Auditing

EF3320 Security Analysis and Portfolio Management

EF3333 Financial Systems, Markets and Instruments

IS2505 E- Business

IS4861 Machine Learning for Business

IS4238/IS4239 Internship I/II (For IS Major students only)

IS4937/IS4938 Information Management Consulting Project

I/II (For IS Major students only)

IS4940 Global Technology Entrepreneurship and Innovation

MGT4313 Strategic Entrepreneurship

MKT3603 Consumer Behaviour

MKT3608 Marketing Intelligence and Applications of Analytics

MS3224 Business Survey Design

MS3403 Internship for Management Sciences (For BDAN Major students only)

MS4253 Business Analytics Project (For BDAN Major students only)

Any one of the Core or Elective courses from other BBA

Majors without Major Leader's Approval

**Suggested Study Plan for Cohort 2023 Advanced Standing II BBA Business Decision Analytics Major - Data Informatics Stream  
Major to be Started in (Catalogue Term) Semester A 2023/24**

Yr/Sem						Offer Year
1A						
1B						
2A						
2B						
3A	CB2101 Introduction to Managerial Accounting	CB2200 Business Statistics	MS3227 Probability Theory in Decision Making	MS3251 Analytics using SAS	IS3331 Database Management	2023/2024
3B	CB2402 Macro-Economics	CB2240 Introduction to Business Programming in Python	CB2203 Data-Driven Business Modeling	MS3252 Regression Analysis	Major Elective <sup>⊕</sup>	
4A	College Elective	CB3043 Business Case Analysis and Communication	MS4224 Enterprise Data Mining	IS3240 Advanced Business Programming in Python	IS3100 Techniques for Big Data	2024/2025
4B	College Elective	CB4303 Strategy and Policy	GE <sup>*</sup>	MS4226 Financial Risk Analytics	Major Elective <sup>⊕</sup>	

Minimum Credits Required

GE: 1 GE course + 2 College-Specified courses (9 CU)

GE: ENGL (3 CU)

College: 5 College Cores + 2 College Elective (21 CU)

Major: 10 Major courses (30 CU)

Notes for Requirement:

**#English Language Requirement:**

Only required to take GE2402 English for Business Communication. Block credits exemption includes GE1401 University English.

**★ Gateway Education Course Distributional Requirement:**

Take 1 course. Advanced Standing II students are not allowed to take GE courses offered by their own academic unit.

Min. Total: 21 courses (63 CU)

Max. Allowable: 28 courses (84 CU)

Credits Exempted

3 GE (9 CU)

1 ENGL + 1 CCIV -(6 CU)

7 College Core - 1 College Elective (24 CU)

6 Minor/ Free Electives (18 CU)

**⊕ Major Electives:** Take two electives from the following list:

AC4301 Corporate Accounting II

AC4321 Auditing

EF3320 Security Analysis and Portfolio Management

EF3333 Financial Systems, Markets and Instruments

IS2505 E- Business

IS4861 Machine Learning for Business

IS4238/IS4239 Internship I/II (For IS Major students only)

IS4937/IS4938 Information Management Consulting Project I/II (For IS Major students only)

IS4940 Global Technology Entrepreneurship and Innovation

MGT4313 Strategic Entrepreneurship

MKT3603 Consumer Behaviour

MKT3608 Marketing Intelligence and Applications of Analytics

MS3224 Business Survey Design

MS3403 Internship for Management Sciences (For BDAN Major students only)

MS4253 Business Analytics Project (For BDAN Major students only)

Any one of the Core or Elective courses from other BBA

Majors without Major Leader's Approval